

**HOLLYWOOD PROPERTY OWNERS ALLIANCE
BOARD OF DIRECTORS**

**Minutes
Thursday, March 19, 2015
W Hotel Hollywood
6250 Hollywood Boulevard, Studio 3**

Officers and Directors Present

Monica Yamada, President, CIM Group, Inc.
John Tronson, Vice President, Tronson Investment Group
Jan Martin, Secretary, AMDA
Leslie Blumberg, The Fonda
Mark Echeverria, Musso & Frank Grill
Evan Kaizer, Sieroty Company, Inc.
Chad Lewis, Klein Financial Corporation
John Lyons, Avalon Hollywood/Bardot
Mark Stephenson, Hollywood United Methodist Church
Alyssa Van Breene, DDD-Hollywood/Gower Co., LLC

[Michael Gargano, Argent Ventures, LLC – by telephone – does not count toward quorum]

Absent

Darcy Derler-Judd, Robertson Properties Group
Joseph D'Amore, CRC Entertainment Inc.
David Green, Nederlander Organization
Brian Johnson, Loews Hollywood Hotel
Drew Planting, Treasurer, GPI
Frank Stephan, Clarett West Development

Staff

Kerry Morrison
Joseph Mariani
Matthew Severson
Devin Strecker
Ginnie Gallo

Signed in Guests

Marie Rumsey from Central City Association
Jessica Borsuk from Rodriguez Strategies
Mike Harkins, H&H
Jimmy Shaw, Loteria Grill
Police Chief Charlie Beck
Capt. Pete Zarccone

I. CALL TO ORDER – Monica Yamada

The meeting was called to order at 4:00 p.m.

II. OPEN FORUM

Jimmy Shaw, owner of Loteria Grill, Hollywood & Cherokee shared his concerns with the Board regarding the decline of the neighborhood around his restaurant. He shared various observations and suggestions. He offered his assistance to the BID.

III. APPROVAL OF MINUTES

A. Approval of the January 15, 2015 and the February 19, 2015 Board meeting minutes.

It was moved by John Tronson, seconded by Mark Echeverria, and CARRIED to approve the minutes from the Board's January 15, 2015 meeting and the Board's February 19, 2015 meeting with Mark Stephenson abstaining. Unanimously approved.

IV. TREASURER'S REPORT – Kerry Morrison

A. Morrison presented the December 31, 2014 year-end statement for Board approval. The Finance Committee had reviewed it earlier in the week. The projected cash balance at year end was \$370,864.

It was moved by Leslie Blumberg, seconded by Evan Kaizer, and CARRIED to approve the December 31, 2014 year-end financial statement. Unanimously approved.

B. Morrison shared a February 28, 2015 statement which reflected actual expenses of \$284,245 against budget of \$351,507. The first installment of assessment revenue, in the amount of \$1,252,163 arrived in February.

It was moved by Mark Stephenson, seconded by Chad Lewis, and CARRIED to approve the February 28, 2015 monthly statement. Unanimously approved.

C. **Update of RFP for Financial Services:** Yamada reported that the Finance Committee, consisting of Green, Johnson, Planting and herself met with four (4) candidates on Wednesday, March 18, 2014. The committee has decided to continue conversations with two vendors; the incumbent and a new candidate. Staff will be reaching out to them after tax season is over.

V. SPECIAL GUESTS

Police Chief Charlie Beck and Hollywood Captain Pete Zarcone joined the Board for a special visit. Beck is spending time with his captains throughout LA and is very interested in our

concerns. Tronson spoke of the problems with panhandlers, gangs from the inner-city coming to Hollywood nightclubs, and the clubs not following the 47 license guidelines. Morrison spoke about the March 14, 2015 Midnight Tour, commending LAPD-Hollywood Division on the handling of the 2:00 a.m. bar closings. She also noted that homelessness is on the increase in Hollywood, and our security is noticing more violent behavior and challenging sidewalk behaviors. Beck noted that this was a tough issue which they are working on.

VI. COMMITTEE AND ACTIVITY REPORTS

A. Ad-hoc Communications Working Groups – Devin Strecker and Joe Mariani

1. Report on Q1 Projects

a. “Up and Coming Hollywood Blogger Tour” – Strecker reported a very successful tour which began at AMDA with meeting alum Jenny Florkowski, who just closed *Wicked* at the Pantages Theatre. Then they were on to the Musicians Institute to meet alum Rubin Cohen who worked on the hit recording, *Happy*. They continued on to Second City, Record Parlour, and finally Hotel Café.

b. Infographics - Mariani reported that the reaction the Infographics mailing has been very positive. Requests for additional sets have been received. The charge will be \$4.00 per set to cover the printing costs. They will be for sale at the upcoming Chamber event.

c. Music Festival: The next meeting is scheduled for Thursday, April 2, 2015 at 1:00 p.m. in the BID office. Strecker noted that the group is looking to celebrate existing Hollywood businesses – to curate what is already in Hollywood. Projected dates are November 5 thru 8, 2015, and will begin or end with an outdoor event. Gargano suggested we bring in a promoter who knows how to benefit the community as this is a bigger job than we can do. We should include Jimmy Kimmel and Capital Records. The question was raised: who are we packaging this for? Lewis said this could be bigger than just music with the tech industry. Blumberg said it might be possible to schedule a show during this time. Echeverria raised questions about liability and how to protect the Association.

2. BIZNOW “The Future of Hollywood” – Mariani reported that the event has been scheduled for April 29, 2015 at the W Hotel. Tickets can be purchased online for \$79. Kerry Morrison is scheduled to be the keynote speaker with the event expected to draw 300 to 400 real estate professionals. HPOA will have a table at the event selling Infographics.

B. Security – Kerry Morrison/John Tronson

1. Street Vending Ordinance – Marie Rumsey from Central City Association and Jessica Borsuk from Rodriguez Strategies, updated the Board about the campaign being organized to oppose the pending ordinance. Those proposing the ordinance are well organized, while the opposition is just getting started. The ordinance contains no limit to the total number

of vendors in LA nor number of vendors permitted on each block. There is no timeframe noted in which they can operate. Tools for enforcement are not in place. Petitions to oppose the ordinance were given to Board members. A canvas team is being put together to go door-to-door in the community to get additional signatures. When collected they will be given to Councilmember Mitch O'Farrell. Morrison is seeking permission to draft a letter specific to this proposal suggesting an option for a community to "opt out" of such a program if the city passes this ordinance.

It was moved by John Tronson, seconded by Mark Echeverria, and CARRIED to approve the letter to Councilmember Mitch O'Farrell regarding the opposition to the street vending ordinance. Unanimously approved.

2. Midnight Walk - Eight (8) people formed two (2) groups from 12:00 to 3:00 a.m. for the 3/16/15 Midnight Walk. Morrison reported that while things are better, the middle of Hollywood Boulevard at Las Palmas is still a challenge for the LAPD. With such a large number of nightclubs within closing at 2:00 a.m., the area continues to feel the pinch of so many people leaving at same time.

C. Streetscape and Planning – Matthew Severson

1. The next meeting is scheduled for 3/26/15 at 9:30 a.m. in the HPOA office conference room. Devore Murphy, LA Walk, will speak at the meeting.

2. Severson noted that the three (3) walking tours of BIDS in Highland Park, Santa Monica, and Pasadena scheduled at the mobility summit were cancelled due to conflicts with those who signed up.

VII. New Business

A. Office Relocation: Morrison reported that the BID's office lease expires in June, 2015. To stay in the Taft Building, the HPOA will be looking at a rent increase and re-location to a smaller space to stay within budget. As options are considered, one possibility involves moving into the mid-BID into a storefront. One such option has presented itself, and initial conversations are underway with the property owner about rent costs and potential tenant improvements. The property owner is board member Evan Kaizer. Staff will continue to keep the Finance Committee apprised and hope to have more information to share at the April meeting.

B. SB 608 (Liu) Homeless Bill of Rights – Morrison presented a comparison chart prepared by Severson which compared SB 608 to a similar bill, Assembly Bill 5 (The Homeless Bill of Rights) which failed to pass two years ago. This bill, The Right to Rest Act, will make it easy for people to exist with few limits on the public right-of-way and equate the actions of "BID agents" to assist as potential harassment. The Board was asked for support of a letter to be drafted to the legislature opposing SB 608.

It was moved by John Tronson, seconded by Chad Lewis, and CARRIED to approve the letter to be drafted opposing SB 608. Unanimously approved.

VIII. Staff Report - Morrison

A. Public Records Requests – Morrison advised the Board that Adrien Riskin was given a flash dive today with 3,000 Andrews/International photos from 2007.

B. IDA Conference – Mariani encouraged Board member to attend IDA conference in San Francisco from September 30 thru October 2, 2015. It is a valuable experience to meet people from BIDS all over the world.

C. Promise Zone - Mariani reported that he recently attended a follow up meeting to the Choice Neighborhood Grant charrette. Mariani explained that the results from the charrette were shared with those in attendance and that they appeared to be rather skewed, as the majority of respondents were senior citizens and that it did not represent the diverse demographic mixture of people found living and working in Hollywood. Mariani said he would try and contact McCormick Barron Salazar (MBS) who are co-authoring the plan with YPI, to see if there is a meeting that can occur between them and both boards so that the CHC and HPOA can contribute their thoughts to the plan before it is submitted for grant consideration.

D. Board Vacancy – Drew Planting recently sold his property on Cahuenga and reluctantly had to resign his seat on the board.

IX. Next Meeting: The next meeting will be held April 16, 2015

X. Adjournment: The meeting was adjourned at 6:05 p.m.